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Attorney's Docket: 50442.010200

In re application of: Alan D. GOULD et al.
 Serial No.: 09/917,792
 Filed: December 8, 2005

Mail Stop Amendment
 COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, VA 22313-1450

CERTIFICATE OF FACSIMILE TRANSMISSION
 I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS
 BEING TRANSMITTED VIA FACSIMILE TRANSMISSION TO
 THE UNITED STATES PATENT AND TRADEMARK OFFICE
 AT (571) 273-8300
 ON December 8, 2005
 BY Sandra Fbrony
 SANDRA FBRONY

Total Pages: 18

Sir:

Transmitted herewith is a RESPONSE TO OFFICE ACTION in the above-identified application.

- Applicant claims the benefit of Small Entity Status.
- No additional claim fee is required.
- Extension of Time Requested

The fee has been calculated as shown below.

(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NO. PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	25	MINUS	25	0	x \$25.00	\$0.00
INDEP. CLAIMS	7	MINUS	8	0	x \$100.00	\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT				\$00.00		

The amount of _____ is included in the attached check to cover the RCE fee.

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Attorney Docket: 50442.010200
 Serial No. 09/917,792
 Final Office Action Mailed June 8, 2005

Please charge my Deposit Account No. 50-0653 in the amount of \$ _____. Two copies of this sheet are attached for this purpose.

Applicant(s) request(s) that the time for taking action in this case be extended pursuant to 37 C.F.R. §1.136(a).

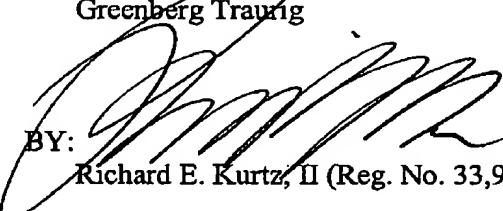
Included in the attached check is the statutory fee of \$ ____ for an extension of time for ____ months.

If the box for the sentence immediately above is marked but no check is attached, then charge the statutory fee recited in such sentence for an extension of time of the number of months recited in such sentence to Deposit Account No. 50-0653. Two copies of this sheet are attached for this purpose.

Charge the Statutory Fee of \$ 510 for an extension of time of 3 month(s) to Deposit Account No. 50-0653.

The Commissioner is hereby authorized to charge any deficiencies associated with this communication or credit any overpayment to Deposit Account No. 50-0653:

Respectfully submitted,
 Greenberg Traurig

BY: 
 Richard E. Kurtz, II (Reg. No. 33,936)

DATE: December 8, 2005

DEC 08 2005

PATENT
Attorney Docket No. 50442.010200**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Alan D. Gould et al. Confirmation No. **9535**Serial Number: **09/917,792** Art Unit: **3622**Filing Date: **July 31, 2001** Examiner: **Alvarez, Raquel**Title: **Computerized System and Method for Increasing the Effectiveness of Advertising****RESPONSE AND AMENDMENT UNDER 37 CFR 1.111**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

In response to the non-final Office Action dated June 8, 2005, please amend the above-identified application as follows

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.